PARLIAMENT

94 KEY ISSUES

ADVERTISING - Evolve campaign to broaden appeal.

- **Issue**

  Parliament ads are still seen as passive and too aspirational by two of the key target groups, young adult Parliament males and young adult smokers of competitive brands. Brand must investigate the opportunity to further the appeal to YAS by making the ads slightly more active and slightly less aspirational.

  Focus groups indicate minimal understanding of consumer benefit of recess filter. Need to determine relevance/advantages of recessed filter language in ads.

- **Next Steps**

  Instruct agency to begin exploration of more active and slightly less aspirational executions of the current campaign.

  Begin research on recessed filter language.

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Source: https://www.industrydocuments.ucsf.edu/docs/nzmm0004